CANADIAN MOVING PICTURE
# DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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FIRST WITH THE FILM NEWS IN CANADA

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# Small Town Problems Can Be Cured

By JAY L. SMITH

Continuing on my Western tour, I have finally arrived in Vancouver, only to find that the Wintry blasts which have chased me all the way from Toronto have even followed me here. This week has been the coldest they have had in Vancouver in years, and some of the seven inches of snow that fell here last Sunday is still visible on the ground. At that, I should not complain, as the week I spent in Winnipeg, the thermometer stayed between 15 and 30 degrees below zero, Regina was 18 below when I was there, and Calgary got down to an uncomfortable 22 below while I was there.

**I promised last week to tell you about the luncheon meeting of the Manitoba Exhibitors Association, at which the guest speaker was Don Henshaw, veteran public relations expert, and a top executive of the MacLaren Advertising Agency. Many of you will recall the terrific liaison job Don did between the Motion Picture Industry and the Government during World War II, particularly in respect to the Victory Loan Drives, and the special films made for the Government for these Drives.**

Unfortunately I missed Don's visit to Winnipeg, but the reports I received on my arrival were unanimous in their praise for his brilliant speech. Don didn't offer platitudes; he simply offered facts. He pointed out the many contributions this Industry has made to the welfare and growth of our country, not the least of which was its contributions to the tourist industry through the production of such pictures as "Saskatchewan," etc.

*(Continued on Page 6)*

## Box-Office Plan From D. Main Increases Grosses In Theatres

Some time back, Dick Main, one of the most active members of the MPTA of Ontario evolved what he termed "The Listowell Plan," to increase box-office receipts at the Capitol Theatre, Listowell, which he operated up to about 2 months ago.

A firm believer in small town operation, Dick left a top position with one of Canada's major theatre circuits to operate a number of small town theatres. The problems that the small town exhibitor today finds himself in has to some measure been cured by Dick

*(See BOX-OFFICE Page 7)*

## G. Weltner Relpaces Schwalberg At Para.

Appointment of George Weltner as head of a single world-wide Paramount Pictures sales and distribution organization covering both the domestic and foreign fields was announced by Barney

*(See WELTNER Page 3)*

**FLASH**

**Ontario Amusement Tax reduced by 20 percent. Exemption raised from 15c to 25c.**

## New Drive-In At Brooks, Alberta Built By Owner P. Ubertino

A new drive-in has spring up in Brooks, Alberta, built by owner P. Ubertino himself. We reprint the letter sent to the Digest by him telling about his new endeavor. The name of the theatre is the Gayety.

"Just a brain wave — I thought you may like to know what's going on in this neck of the woods. I am enclosing a photo of the Drive-In I have built in the vicinity of Brooks, population 1,600. The picture was taken from the air by my son.

"A capacity of 225 cars, which could be extended, if required; but I think it is big enough, for the

*(See DRIVE-IN Page 10)*

## Suburban Toronto Gets New Theatre In Plaza

Work was started on a $3,500,000 shopping centre on the Queen Elizabeth Way at the Dixie Road in suburban Toronto as a project of Principal Investments Limited. The plans call for the construction

*(See NEW THEATRE Page 3)*

## TV Sets Pass Million Que. Leads In Sales

Nearly 90,000 television sets were sold in Canada during December, according to figures of the Radio and Television Manufacturers Association.

This brings the Canadian total to 1,200,000 sets.

Greatest market area for December sales was Quebec Province, where slightly more than 25,000 sets were sold, bringing the Que-

*(See TV SETS Page 9)*

## Ont. Amusement Tax Answer By Next Week

The guessing game regarding the Ontario amusement tax continued with the further rumor that the levy would be abolished on all theatre admissions up to $1— which was much better than the first report that exemptions would be granted for tickets up to 50c. Up to time of writing Premier Leslie M. Frost had nothing to say, although it was believed in some quarters that the stories were "feelers."

*(See TAX Page 3)*

## Can. Moving Picture Pioneers Honor Al Hartshorn In San

By PAUL TURNBULL

I was privileged to be present at a moving tribute to a man who had completed more than 25 years of service to the motion picture industry. I am referring to Al Hartshorn, manager of the Regent, Oshawa, who was formally inducted as a member of the Canadian Moving Picture Pioneers.

What made this event particularly interesting and unusual is the fact that Al Hartshorn is a patient at the Mountain Sanatorium, and the national directors of the Pioneers came to his bedside to

*(See PIONEERS Page 3)*

## Re-Open Theatre In McAdam, N.B.

The new "Vogue" Theatre (B & L Circuit) opened last week at McAdam, N.B. The original building was destroyed by fire on September 12th, 1954, and since

*(See McADAM Page 3)*

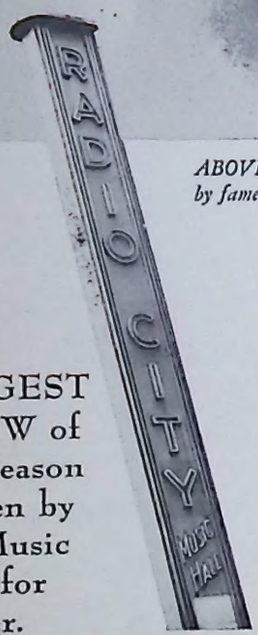
**SUPPORT YOUR LOCAL RED CROSS CAMPAIGN**

# A HAPPY PICTURE FOR EASTER!

The fastest-booking holiday attraction is M-G-M's "THE GLASS SLIPPER" because it's got everything a theatre could ask for in an Easter show. A wonderful love story, a magnificent spectacle, a wealth of music, fun, dancing—all in radiant Color.

*EXTRA! Free! Special Color Teaser Trailer For Your Easter Booking!*

*ABOVE: Beautiful full-color portrait of Leslie Caron by famed artist Jon Whitcomb for posters, lobbies, ads.*




The BIGGEST SHOW of the Season chosen by the Music Hall for Easter.

M-G-M
*proudly presents*

# The Glass Slipper

*Starring the "Lili" girl, and it is predicted her new picture will be on the 10-Best lists, too!*

LESLIE CARON
MICHAEL WILDING
with
KEENAN WYNN • ESTELLE WINWOOD
ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT
Featuring BALLET de PARIS • Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS • Produced by EDWIN H. KNOPF

(Available in Perspecta Stereophonic or 1-Channel Sound)

## WELTNER

*(Continued from Page 1)*

Balaban, president of Paramount Pictures Corporation. Mr. Weltner, who has been associated with Paramount for the past 32 years, has been since 1945 president of Paramount International Films, Inc., the company's foreign subsidiary.

Naming of Mr. Weltner to head the domestic in addition to the foreign sales and distribution organizations following the resignation of A. W. Schwalberg is, according to Mr. Balaban, in line with Paramount's firm conviction that the entire world must today be considered and treated as a single entity.

"It is a particular source of gratification," asserted Mr. Balaban, "that we have found in our own Paramount organization as well-qualified an executive as Mr. Weltner to head our world-wide sales and distribution organizations."

## PIONEERS

*(Continued from Page 1)*

perform the ceremony. This required special dispensation.

Harold Pfaff and Dan Krendel, both of Toronto, presented Mr. Hartshorn with the traditional white apron, on which his name and the crest of the C.P.P. are imprinted. Mr. Krendel then read excerpts from a letter written by N. A. Taylor, president of C.P.P., welcoming Mr. Hartshorn as a new member and quoting from the official initiation ceremony held in Toronto a few months ago. The two presented Mr. Hartshorn with a gold plaque as his membership card.

The Canadian Moving Picture Pioneers came into existence in 1940 with the purpose of caring for aged or disabled members of the motion picture industry.

Mr. Hartshorn, no stranger to Hamilton, was house manager of the Palace under the late George Stroud some years ago.

I am sure Al Hartshorn will long remember this day when the film industry paid tribute to him and he will be happy in the knowledge that this honor comes only to those who deserve it.

## NEW THEATRE

*(Continued from page 1)*

of a theatre in addition to supermarkets, stores, banks and other facilities. The first theatre in conjunction with a super-market in the Toronto outskirts is the Golden Mile which was opened last year at the Plaza shopping centre in Scarboro.

## Across the Country

### Toronto and District

*Famous Players shares showed firmness in trading on the floors of Toronto and Montreal stock exchanges around the $28.50 mark, apparently in anticipation of a healthy financial statement from the circuit company for 1954. The report is the company's 35th financial review to the shareholders.*

• • •

*James S. Duncan, a director of Odeon Theatres (Canada) Limited who is chairman of the Dollar-Sterling Trade Council, has sent out a communique to some 2,000 companies and public utilities in Canada to urge increased purchases from the United Kingdom.*

*The move, it was pointed out, would help Britain to eliminate remaining restrictions on import of goods from the dollar countries.*

• • •

*John Miller of the Hamilton Cinema is having considerable success with E-U's "The Vanishing Prairie", the picture having been held for a fifth week for something of a recent record in the Sister City.*

• • •

*The town of Thurso, Que., had some excitement when police arrested three men for attempted break-in at the Capitol Theatre, owned by D. St. Jacques. The attempt followed three other local burglaries. Within a few hours, however, the trio escaped from the lock-up.*

• • •

*The annual Tribell stage and screen show, regularly featured at the Uptown Theatre, Toronto, is scheduled for Sunday, March 20. The proceeds of the performance will be turned over to the Muscular Distrophy Fund for victims of that ailment.*

• • •

*Paul Turnbull, manager of the Downtown Theatre, Hamilton, has gone a step farther in arrangements for the distribution of team crests, recently adopted as a giveaway for juveniles at various theatres, by organizing a "Sports Crest Club" in a tie-in with a local merchant. The plan includes a contest for special prizes on a concluding date.*

### Maritimes

*Mr. M. E. Walker was a visitor this week to Film Row. Mr. Walker reports that the Drive-in theatre being constructed by his company near Halifax on the St. Margaret's Bay road, is well under way and will be opening this spring. This represents Mr. Walker's first Drive-in venture.*

• • •

*The Film Bowling League continues its busy season of social activities. Its members are planning to attend the Ice Cycles this year in Moncton, N.B.*

• • •

*CinemaScope equipment has now been installed in the New Brunswick Censor Board booth.*

### Winnipeg

*A big verbal bouquet to the managers of the Rothstein Theatres. These fine people have a little fund, or a kitty, which they add to every once in a while. At their managers' meeting held in Saskatoon during February they decided to give the year's total of $31.00 to the Motion Picture Pioneers.*

• • •

*With a provincial objective of $365,400 the Manitoba Red Cross couldn't have a more capable person as their Chairman of the Motion Picture Industry section than R. D. Hurwitz of the Main Street Pool.*

• • •

*Congratulations and welcome back to Johnny Ferguson and his bride. Johnny, who is the Prairie Regional Supervisor of Famous Players, and his Mrs. honeymooned at Los Angeles and Las Vegas.*

• • •

*Visitors to Film Row this past week included Adolph Haberstock*

*(Continued on Page 11)*

## Marquee For Capitol Lethbridge, Alberta

Capitol Theatre at Lethbridge, Alta., has added a startling new marquee. The upper portion is made of double anodized aluminum screen fastened to a steel framework, while the lower part is cast-in-place terazzo and aluminum with a visual glass front leading to the lobby. The lights on the front of the canopy extend underneath the canopy and into the lobby. The entire front of the building is illuminated at night. Occupants of offices in the building can see out their windows, through the screen, and light is allowed in, but the screen from the street appears to be a solid front.

## McADAM

*(Continued from Page 1)*

that time McAdam has been without a theatre of any kind and without a skating rink since the Memorial Rink collapsed under the weight of snow and ice.

The new theatre represents the latest in theatre equipment and comfort. The interior is decorated in pastel shades—it is somewhat larger than the former one. Jake McDonald will again be Manager.

## AMUSEMENT TAX

*(Continued from Page 1)*

"There have been many rumors," commented Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, who presented the tax brief of the special committee of exhibitors to Premier Frost. Jolley has been optimistic about the outcome, however, which was expected to be known on March 10th.

**FOR SALE**

**YES! 7,500 LATE MODEL USED or RE-CONDITIONED**

**THEATRE CHAIRS**

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.

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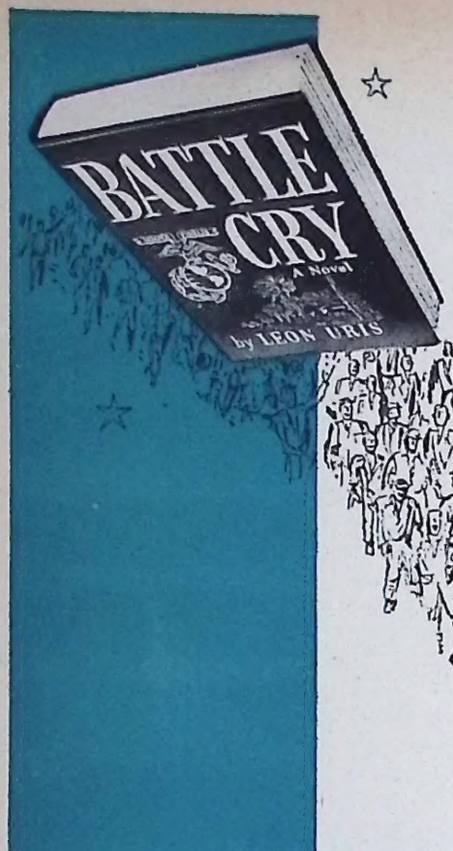



EVERY BOLD AND INTIMATE

# The scorch
# and lo
# ...a story th

**Hodge AND THE SHAME OF RAE**

Hodge knew everything about Rae—except what kind she really was...

**Andy AND THE TROUBLE OF PATRICIA**

'Marry me!' Andy said—and only *then* did Pat tell him about it!

SET YOUR SIGHTS HIGH FOR WARNERS'

# "Batt

STARRING

VAN HEFLIN · ALDO RAY · MONA FREEMAN · NANCY OLSON · JAMES WHITMOR

SCENE A SENSATION ON THE MOTION PICTURE SCREEN!

# ingly personal story of loves
# ngings when the battle is far away
## at has not ever been told like this before!

'Ski' AND HIS REVENGE ON SUE
Ski had to get even with Sue—if it took every dame in town!
Danny AND HIS PROMISE TO KATHY... AND HIS FLING WITH ELAINE
Smoky patio—empty bottles—and the closer Elaine drew Danny to her, the farther from home—and Kathy—he got!

# le Cry

STIRRINGLY PRESENTED IN CINEMASCOPE WARNERCOLOR·STEREOPHONIC SOUND

E·RAYMOND MASSEY·TAB HUNTER·DOROTHY MALONE·ANNE FRANCIS

SCREEN PLAY BY LEON M. URIS · DIRECTED BY RAOUL WALSH

ORIGINAL MUSIC BY MAX STEINER

# On the Beam

(Continued from Page 1)

**Don also put in a big plug for Variety Clubs, and expressed the hope that the day was not far distant when there would be a Variety Club Tent in Winnipeg. Then he got around to TV, and while he did not attempt to minimize the effects of TV on motion picture attendance, he stated that the Motion Picture Industry has come up with the very best possible answer to TV competition, GOOD PICTURES. In the past 12 months, said Don, more great pictures have been made than in any 10-year period in the Industry's history.**

Motion picture attendance will come back, he said, providing the exhibitor is smart enough to take advantage of the terrific pictures being turned out by the studios today, and get out and sell these attractions the way they should be sold. After the novelty of TV wears off, and it is bound to wear off just as it has in the States, the people want to "get out," and that is the time when good showmanship will funnel them back into the theatres.

**Mr. Henshaw was introduced by Harold Bishop, and thanked by Harry Gray. Richard Miles acted as chairman. Head table guests at the luncheon included Harry Hurwitz, Bob Hurwitz, Richard Miles, Harold Bishop, Ben Sommers, Phill Geller and Ken Beach representing the Motion Picture Industry, plus representatives of press, radio and the advertising agencies.**

On March 10th, the Canadian Picture Pioneers, Manitoba Branch, will hold a movie ball in Winnipeg, to raise additional funds for the Pioneers Benevolent Fund. I have been invited to attend, but doubt if I will be able to make it, as I should be back in Toronto by that time. The Manitoba Branch of the CPP is one of the most active groups in the Dominion. In addition to the annual Movie Ball, they sponsor the Industry Bonspiel (curling), an annual Picnic and Golf Tournament, plus a number of other get-togethers all of which are well attended. Last year, the Manitoba Branch of the CPP raised over $1,600 for the Benevolent Fund of the CPP.

**I arrived in Calgary just in time to say goodbye to Mr. and Mrs. Ken Leach, who were on their way to Las Vegas, and Palm Springs, for a month's vacation. Just back from the same area are Mr. and Mrs. Frank Kershaw, looking very tanned and fit, although they tell me my old stamping grounds of Phoenix was rather chilly this winter.**

Visited with Don Menzies at the Palace, Calgary, and Ralph Micheltree at the Capitol, as well as Paul Cardell and Johnny Cardell, and Roy Chown. Also ran into an old friend, Pete Egan, for many years at the Palace, and now in the advertising business.

**Attended a stag luncheon given by the Industry for Hector Ross, who resigned as Columbia's Calgary branch manager to join Frank Kettner's buying and booking organization. Art Elliott of RKO, Calgary Film Board Chairman, presented Hector with a power-saw outfit, with which to start cutting film rentals for his accounts. The affair was held in Empire-Universal's spacious quarters in Film Row, through the courtesy of Joe Garfin, E-U manager, who also supplied the dice.**

In Vancouver, so far, I have visited with Frank Gow, Maynard Joiner and Lou Karp of Famous Players, Gerry Sutherland at Odeon, and Ivan Ackery at the Orpheum and Charlie Doctor at the Capitol. Rumors, incidentally, are floating around Vancouver that "Ack" is about to desert his long-standing bachelor status, but "Ack" refuses to confirm the stories. More Western news, next week.

## Simpson To Adfilms

Geraldine Simpson, former Montreal representative for Audio Pictures, has joined Adfilms Ltd., Toronto. She will represent Adfilms in Montreal.

Les Weinstein, newly appointed Calgary branch manager for Columbia Pictures, replacing Hector Ross who resigned to take another position within the film business.

## British Airport On Canadian Screens

Every September air experts from all over the world, including hundreds of Canadians, travel to a giant airfield 30 miles from London. Its name—Farnborough—has come to stand for one of the most important events on the international aviation calendar.

For a week leading figures from the aviation industry of every country come to view Britain's latest prototypes, to discuss business and to watch a breath-taking flying display.

The excitement of Farnborough has been captured in a 15-minute color film due to be released in Canada in mid-March. Called "This Super Sonic Age," it uses CinemaScope's wide screen. It is being distributed by Twentieth Century-Fox.

Filmed by the same team which won praise for the Coronation film "A Queen Is Crowned," "This Super Sonic Age" gives a remarkable insight into the atmosphere which has made the name of Farnborough.

## O'Brien Theatre Mgr. Promotes White Xmas

Manager George Jordan of the O'Brien Theatre in Arnprier pulled a nifty publicity stunt when he appeared as a delegation at a meeting of the town council. The councillors found to their surprise that he had no complaint or problem. All he wanted was the presence of Mayor R. M. Simpson and council members as guests of the theatre on the opening night of the "White Christmas" engagement March 2.

## Crawley Names Carter Production Director

Crawley Films Limited have announced the appointment, as Director of Production, of Donald F. Carter, 54, a top British motion picture executive. He succeeds Quentin Brown who will head a new Crawley television division in Toronto.

Before coming to Canada, Carter was Executive Producer of the Gaumont British Specialized (sponsored) Film Unit. As production head at Crawley's, he will direct the work of six production crews whose work often takes them to Europe, the Caribbean and South America, as well as to all parts of Canada. Also he will be in charge of scheduling of work, music, recording, script writing, animation, cameras and lighting.

## Slavin New Alliance Calgary Br. Manager

James L. Smith, President of Alliance Films, announces the appointment of Lionel Slavin as manager of the Calgary branch of Alliance Films, which will be located in Calgary's Film Row. Slavin resigned as salesman for RKO, Calgary, to join Alliance.

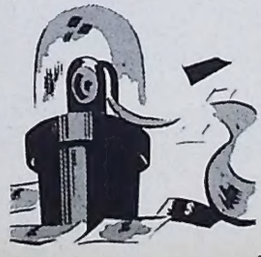
## Drive-Ins Popular

The New York Times carried the following news report from the wires of the Canadian Press. "Drive-in theatres are becoming a common sight in Saskatchewan, which had thirty-seven at last count. Proprietors like them because they increase movie-going by younger married couples who can take small children with them in the car."

## AMUSEMENT STOCK QUOTATIONS

For Week Ending March 5, 1955

| 1954-55 High | 1954-55 Low | Stock & Divid. in Dollars | Sales 100s | High | Low | Last | Net Change |
|---|---|---|---|---|---|---|---|
| | | **TORONTO STOCK EXCHANGE** | | | | | |
| 28⅞ | 19 | Fam. Players 1.60x | 44 | 28½ | 28 | 28¼ | |
| | | **N.Y. STOCK EXCHANGE** | | | | | |
| 28⅛ | 15 | Am. Br-Par | 10 | 27½ | 27½ | 27½ | |
| 39¼ | 19¾ | Col Pict 1¼r | 63 | 35⅜ | 34 | 34½ | — ½ |
| 18⅛ | 9¼ | Decca Rec .70 | 143 | 16⅛ | 15½ | 15⅞ | + ¼ |
| 22 | 13¼ | Loew's .90e | 349 | 19⅞ | 19½ | 19⅝ | — ⅛ |
| 40⅜ | 26⅛ | Para. Pict. 2 | 79 | 39⅜ | 37⅝ | 38⅛ | + ⅜ |
| 7⅝ | 3 | Republic Pictures | 120 | 7⅜ | 6½ | 6½ | — ¼ |
| 8⅞ | 2⅞ | RKO Pictures | 28 | 8⅛ | 7⅞ | 8⅛ | + ⅛ |
| 10⅛ | 4½ | RKO Thea. .20g xd | 69 | 9⅜ | 9⅛ | 9⅛ | — ¼ |
| 22⅝ | 11⅛ | Stan. War. .85e | 198 | 21¾ | 20¾ | 21½ | + ⅝ |
| 31⅝ | 18¼ | Twent. Cen. 1.60a | 285 | 29⅜ | 28⅝ | 28⅜ | — ⅛ |
| 32¼ | 18½ | Univ. Pict. 1a | 11 | 29⅛ | 28¾ | 29 | + ¼ |
| 21⅛ | 13⅜ | Warn. Bros. 1.20 | 63 | 19¾ | 19⅛ | 19⅝ | + ½ |
| | | **AMERICAN STOCK EXCHANGE** | | | | | |
| 6 | 3⅝ | Allied Art. .10g | 30 | 4⅞ | 4⅝ | 4⅝ | — ⅛ |



**UNLISTED STOCK**

| | Bid | Asked |
|---|---|---|
| Para, Oshawa Theatres | 12.50 | ..... |
| Skyway Drive-In Theatre | 1.25 | $2.00 |
| Cons. Theatres "A" | 7.50 | 8.50 |
| Cons. Theatres "B" | 3.50 | 4.50 |
| Loew's Thea. | 101 | 105 |
| United Amuse. A | 10 | 12 |

Quotations, Courtesy of

**J. H. CRANG & CO.**

40 Adelaide W., Toronto

# BOX-OFFICE PLAN UPS GROSSES

(*Continued from Page 1*)

Main. The plan although not a cure-all and created some time ago, can still be a help to many of the small town theatres across our Dominion. The Digest is therefore reprinting Mr. Main's plan.

LISTOWEL PLAN

*How To Increase Your Box-Office Receipts*

TOWN

Population — 3,000.

District — Good mixed farming area.

Location — Central Ontario. Nearest large centres 30 to 40 miles.

Racial Strain — 90% Canadian, German, Scotch, Irish, English ancestry.

Economic — Centre of farming area and principal shopping centre for district approximately 20 miles in diameter — 3 small factories, paper carton and furniture.

Entertainment — Large dance hall. Theatre (400 seats), seven churches, armories.

Taste in Pictures — Typical small town: Animal stories, warm human dramas, pictures with inspirational religious themes, slapstick comedy.

The 'Listowel' plan started with these preliminary premises:

1. That in a town and district of this size there were movie patrons who would support pictures with an adult approach and theme.

2. That there were some persons of high cultural level who rarely went to the theatre.

3. That persons in 1 and 2 were generally of the opinion that the majority of movies were not worth seeing and therefore:

(a) Rarely read newspaper ads.

(b) Were not radio fans.

(c) Instinctively avoided most normal theatre advertising on the general theory that the bigger the ballyhoo the greater possibility of the picture being just a bigger and more colossal collection of corn, and therefore even more objectionable than the less advertised and lower budgeted pictures.

4. The type of patron in 1 and 2 would on occasion approach the manager and say:

(a) "Why don't you ever show a decent picture?" If the manager did have some appreciation of better product he would probably mention several pictures that he had been forced to play on commitment which had done poor business. The patron would then say, "Oh! I wish I'd known."

or

"Oh! I would have loved to have seen such and such a picture — is there any chance of your bringing it back?" The last phrase is typical and most managers can recall many occasions when they've been asked to bring back pictures that they have played to starvation business.

The plan endeavored to solve these problems:

1. Book at least a reasonable number of 'adult' level attractions and thereby maintain and create patronage from people who were non-attenders.

2. Recognizing that many of the discriminating potential movie patrons were cultural, social and religious leaders in the community, it was good business to make friends of them and secure their interest in the local theatre by showing them THEIR type of pictures.

3. Devise some plan to acquaint them with the change in policy, and to keep them advised of each picture worthy of merit.

THE PLAN

1. Contact was made with the editor of the social notes in the local paper and through her four or five persons interested in such pictures were reached. They were told the general idea and asked to supply the names of 20-25 people who were also interested and who were leaders in group activities of the town.

2. One list of people secured, included:

Town librarian, two or three well-known women of the 'older' families who constituted the social leadership, two ministers, two teachers (one high school, one public school), one school principal, the mayor and his wife, the newspaper publisher, manager of largest factory, town's best organist and choirmaster, teacher of violin, teacher of piano, bank manager.

And one or two people with no particular group association but who were enthusiastic and known to be good workers. None were selected only because they were the leaders of specific groups. For instance, the mayor was not chosen because of his office. If he had not been interested in our plan we would have selected an alderman who was. We wanted a representative from each influential group but not a representative who might be inactive or unsympathetic.

3. Two or three of these people then assisted the manager in arranging a tea at the local hotel. The greatest care was taken with the catering. Handwritten invitations were sent out.

The room was arranged with an informal circular grouping of chairs at one end and the tables for tea at the other set up buffet style.

4. A special room for the ladies' coats, etc., was secured and one of the maids of the hotel placed in attendance.

5. Flowers were used on the tables.

6. The theatre manager briefed himself with collections of reviews of British pictures, together with reviews of American and foreign pictures of merit.

7. The manager briefly told the group in the most informal way that through the good offices of (naming four or five who helped select the group), this little meeting comprised most of the citizens interested in devising a plan to provide a better class of film fare at the theatre without financial sacrifice. The manager realized of course that there were others in the town similarly interested, but who either were unable to attend or who had not yet been added to the list. Such omissions were regretted but it was hoped that they would be brought in the group as its activity progressed. (Very important small town psychology here.)

The manager should not attempt to 'own' the meeting — the more 'diffident' he appears, the more unsure of the possible success of any contemplated plan, the better — the more vocal will be his hearers and the more emphatic. His job must be to 'guide' the general conversation — present and make his own comments of course on the basis of his knowledge of pictures discussed. He must particularly 'guide' the group along these lines:

1. That only with their initial and continuing active help can any plan succeed — they are not there just to pat the theatre on the back, give the manager some helpful suggestions.

2. That no picture can be shown that has no chance of reasonable box-office success. (e.g., an Italian picture whose merit rests solely on the brilliant acting of one member of the cast.) However, some of the wilder and artier suggestions may possibly be feasible — if double-billed with another picture of merit and more general appeal.

3. The theatre must reserve the right to pass finally on all 'suggestions' of the committee and because of its close knowledge of the pictures, to use that knowledge to reject some proposed pictures.

4. It is vitally important that the manager convey to the group that the theatre will gamble on bookings hoping that with their support a success can be made of them. The committee should be given to understand that if they want these pictures they've got to work to get them and keep them.

5. After an hour's talk along these lines the manager suggests that the following course be adopted:

A. A small committee of 5 or 6 be appointed to work with the manager directly.

B. Everyone immediately compile a list of every person known to them in town and district (particularly lists in small nearby villages) known to be interested in such pictures.

C. Give this list to the manager or some member of the six-person committee.

D. Continue to ferret out persons in town and district who like good pictures but are unknown even to those present.

E. Have tea (poured by ladies present).

Tea will of course give the manager an opportunity to meet individuals and chat. He should, of course, have been introduced to all of them as they entered. The general grouping up of the people while having tea will develop more enthusiasm.

THE FIRST PRESENTATION

1. The manager having secured a satisfactory mailing list should book a suitable picture and mail out his mimeographed advance notice.

2. No other advertising of a special nature should be used except theatre's normal channels and even they should not be overemphasized — no extra newspaper space or radio or billing.

3. Under no circumstances should picture be advertised publicly as 'endorsed' or 'selected' by committee. This would label the theatre as an 'art' theatre and drive casual customers away from the picture leading to comment from 'mass attraction' patrons such as "The damn theatre's gone arty."

4. Committee members can of course use the phone—and should as a last minute 'reminder.'

5. Mimeographing should be done at the local high school — for free.

6. At the end of the first show a member of the committee could say a very few words on the stage about the plan and ask members of the audience not on the theatre mailing list to sign invitation book in lobby. Where practical an 'inviation' book should be used in preference to an ordinary list or card. If a card is used call it an 'invitation file card.' The invitation angle gives a more personal and social aspect to plan.

GENERAL COMMENT

1. This plan has been evolved and used mainly to attract support for British pictures. However, it

(*Continued on Page 8*)

## BOX-OFFICE

*(Continued from Page 7)*

should be used to support ANY worthwhile adult attraction—American, Italian, French or small independent productions such as "Adventure in Music," etc.

The management can thereby:

(a) Get automatic support for English pictures.

(b) Play profitably other 'art' pictures that normally he would not use.

(c) Get support for American productions of the better type that normally do poor business in this situation.

2. A theatre playing a large number of British pictures will have to exercise care. Some British pictures will not measure up to the intelligence level of your group —don't use your special mail list in this case — just play the picture with normal advertising support. The manager can easily wreck effectivness of the plan if he endorses pictures with no merit.

3. Where a theatre is running several pictures a month that would appeal to this group, it can use a monthly mimeographed circular listing the pictures and giving play dates, cast and story information on each one.

Where only one or two of these pictures is being used per month a special circular of each is advisable.

4. Do not give your group the idea that this plan is designed to assist only British product. Their advanced tastes are not confined to British pictures. They want to see anything "worthwhile" regardless of who made it. You will do a great job for British pictures — because so many of them fit into a higher intellect level.

5. The plan as outlined here is a pattern for Listowel. It can however be adapted by merely multiplying the number of people, the size of the 'tea,' the functions of the committee, etc., to fit any sized town or any neighborhood in a large metropolitan centre.

6. In larger centres the committee of the whole could be broken down into sub-committees — "Orchestral and choral music," "Dancing," etc., a carefully kept 'dossier' or a special card file could be maintained so that if any pictures of a highly specialized type come along the manager can call a meeting of two or three members of the main committee to prepare special material and special mailing lists for that attraction (such as for a religious picture — you would pick out your clergymen — and have a *special meeting.*)

7. In larger centres "screenings" might play a part in your campaign.

8. Needless to say this group of prominent and intelligent people will be very interested in other aspects of your theatre operation. Movie Clubs are one. A special sub-committee might be induced to become active in planning and carrying out activities for your movie club — to its benefit.

9. Such a plan as this organized for a circuit should of course have some suitable person appointed to organize in major situations and to assist committees by feeding them advance publicity.

10. If the plan is sponsored by an exchange the greatest care must be used to ensure that none get the idea that the plan is designed exclusively to promote pictures from that exchange, but as a public relations gesture to promote more interest and support in and for good movies.

RESULTS

*(On British pictures only)*

What were the results of the operation of this plan in Listowel?

We have played these pictures with the support of our local committee:

"Caravan" — 25% over average for the same period for the four previous weeks.

"I Know Where I'm Going" . . . 20% over the average for the same period for the four previous weeks.

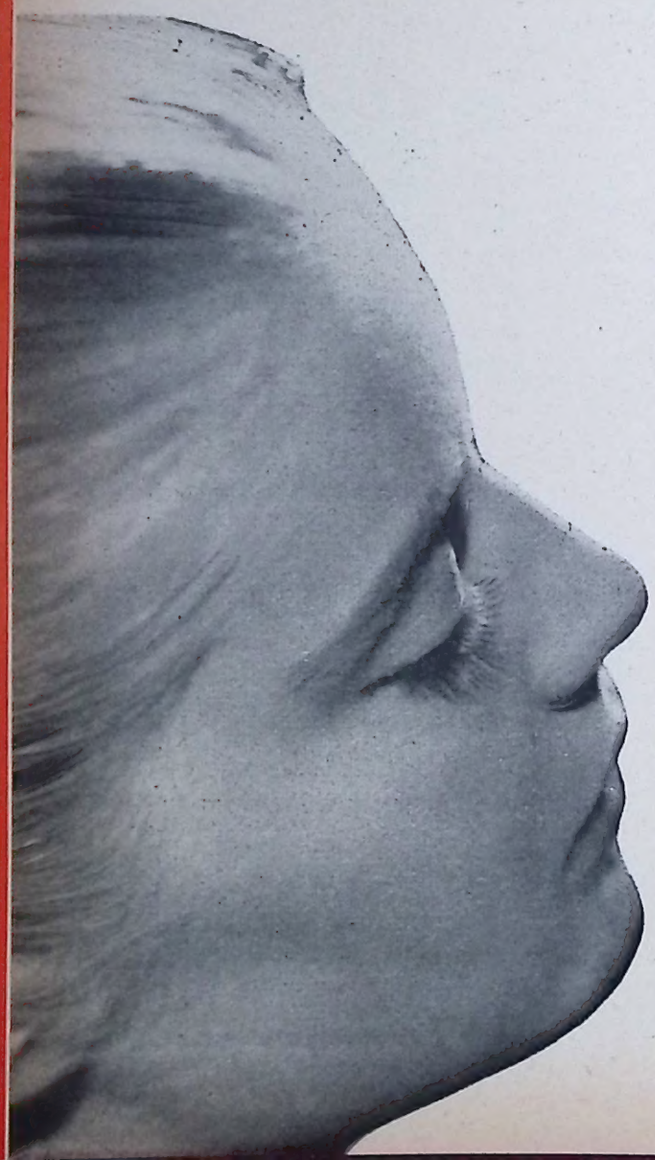
"Seventh Veil" — 20% over the average for the same period for the four previous weeks.

"Stairway to Heaven" — 30% over average for the same period for the four previous weeks.

## Biltmore, Kingston Gives Giveaway

The Biltmore Theatre, Kingston, has introduced a giveaway series that is somewhat different as an inducement for Saturday morning shows.

For eight weeks, the theatre is giving a cloth sports crest to each boy and girl, a different design for each Saturday.



MAGNI

all the spectacular action colour, adventurous age!

Romeo

The most beautiful Picture ever made

KEN JOHNSON, TORONTO TELEGRAM

TRULY A MASTERPIECE
PARENTS MAGAZINE

AN ENCHANTINGLY BEAUTIFUL PICTURE
SATURDAY NIGHT

starring
LAURENCE HARVEY • SUSAN SHENTALL • FLORA
with Bill Travers • Seba

J A

# Techn's "All-Purpose System" May Bring Standardization

The Technicolor Corporation is working toward the development of an "all-purpose system" for the photographing and projection of motion pictures.

The experiment, begun last year, is discussed by Dr. Herbert T. Kalmus, president and general manager, in the company's annual stockholder's report.

Successful development of the project would bring about a form of standardization of wide-screen methods that many producers and movie engineers believe to be desirable. It could result in substantial savings in production costs and greater flexibility in types of screen presentation from a single master negative.

Although Dr. Kalmus did not go into details, he said the company's technicians were "convinced" that some form of "increased area" (extra wide) neagtive would be "largely adopted throughout the motion picture industry in the not very distant future."

Paramount is using almost three times the standard image area in its VistaVision process by feeding the negative horizontally through the camera. The Todd-AO system uses 65 mm. negative and Twentieth Century-Fox also is experimenting with negative for special type road show presentation of selected pictures.

## Cartoons In 'Scope

Metro has decided to film all its cartoons in CinemaScope. Sessions relating to implementing the studio's new policy were held on the Coast last week, with short subjects sales manager William B. Zoellner conferring with Fred Quimby, shorts department topper and producer of MGM cartoons.

Metro's shift to C'Scope for the animated reelers is in keeping with the development at the other studios. While all companies have not announced an all-C'Scope policy yet, most have been stepping up their animated releases in the C'Scope process. 20th-Fox's Terrytoons are now earmarked for C'Scope only.

## Universal Pictures Adopts Perspecta

As the fourth major American company to choose Perspecta stereophonic sound, Universal-International has completed negotiations to use the Perspecta system of optical stereophonic sound in all its productions, it was announced in Hollywood by Perspecta Sound, Inc. Universal joins MGM, Paramount and Warner Brothers in adoption of Perspecta.

It was also revealed that negotiations for use of Perspecta are under way with other American companies, including Columbia Pictures. Details of these negotiations will be announced in the near future, Perspecta said.

Universal Pictures which will be released with Perspecta Stereophonic Sound are "The Black Shield of Falworth," "Sign of the Pagan," "Captain Lightfoot," "The Strike," "The Purple Mask," "Kiss of Fire," "Ain't Misbehavin," "One Desire," "To Hell and Back," "All That Heaven Allows," "The Spoilers" and "Chief Crazy Horse."

## TV SETS

*(Continued from Page 1)*

bec provincial total to 363,000.

More than 13,000 sets went to the Toronto TV area, making a total of 297,000 sets sold. The Prairie Provinces acquired 13,000 new sets in December. Total TV sets in Alberta, Saskatchewan and Manitoba is now nearly 74,000.

Other December sales figures by market areas:

Maritimes, 7,472; British Columbia, 7,738; Ottawa & Eastern Ontario, 6,106; Hamilton-Niagara, 5,347; Windsor, 1,798; other Ontario areas, 8,179.

## Goldwyn Goes 'Scope For "Guys and Dolls"

Samuel Goldwyn will pay 20th Century-Fox the regular royalty fee of $25,000 for the right to film "Guys and Dolls" in CinemaScope.

It will go before the cameras shortly in Hollywood with a cast headed by Marlon Brando, Jean Simmons, Frank Sinatra and Vivian Blaine. Joseph L. Mankiewicz is writing the screen play and will direct.


FICENT in its setting . . .

excitement and romance of an

and Juliet

Color by TECHNICOLOR

ROBSON • NORMAN WOOLAND • MERVYN JOHNS

stian Cabot • Lydia Sherwood

RO

## DRIVE-INS

(*Continued from Page 1*)

years ahead.

"Of course to build it, I had to put my back to it. I bought a big building for $2,500 and from that I got out 300 planks 2 x 14 26 feet long, 100,000 bricks and 30 doors, as good as new. Anyway the cost to me, fence, screen, concession 42' x 50' cistern and other facilities, is $11,000; plus equipment consisting of two latest Motiograph machines, speakers, popcorn machines, freezers — the cost so far $26,000.

"The place is ready to go as soon as the weather breaks. There are still a few odds and ends to complete.

"I did a lot of work myself, otherwise it would have been impossible to do it."

## Para's Earnings Up

Mr. Barney Balaban, President of Paramount Pictures Corporation reports estimated earnings of the Corporation and its consolidated domestic and Canadian subsidiaries for the fourth quarter ended January 1, 1955 at $2,-613,,000 after provision for United States and Canadian income taxes. These estimated earnings represent $1.19 per share on the 2,195,027 shares outstanding and in the hands of the public as of this date, as compared with consolidated earnings for the quarter ended January 2, 1954 of $1,783,-000 or $.80 per share on the 2,-217,051 shares then outstanding.

Consolidated earnings for the year ended January 1, 1955 after taxes are estimated at $9,003,000. These earnings include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately $832,000 (after deducting applicable income taxes). These estimated earnings, including such net profit on sales of investments represent $4.10 per share and, excluding such net profit, $3.72 per share, as compared with consolidated earnings for the year 1953 of $5,779,563 or $3.06 per share.

## British Variety Club Names Hawkins Tops

The Variety Club of Great Britain has voted Jack Hawkins "Star of 1954." Britain's No. 1 actor who scored such great success in J. Arthur Rank's "The Cruel Sea", has been signed for the lead role in Ealing's new comedy "Touch and Go."

Diane Cilento also named in the Variety Club awards, as the most promising actress of the year, will shortly be seen in "Passage Home" with Anthony Steel and Peter Finch.

Yet another award went to Donald Sinden who was voted as the actor who made most progress during the year. Donald Sinden who has starred in such films as "The Cruel Sea," "Doctor in the House" and "The Beachcomber," will be seen in forthcoming JARO productions "Mad About Men" and "Above Us the Waves."

## Peck & Hepburn Tops In Foreign Press Eyes

Gregory Peck and Audrey Hepburn were announced as winners of the "Henrietta" awards made annually by the Foreign Press Association of Hollywood. The awards go to the performers who rate highest with moviegoers as determined by a poll taken in fifty countries.

"On the Waterfront" was hailed as the "world favored film" of 1954, and a Golden Globe award was presented to the picture's director, Elia Kazan.

Other Golden Globe awards presentations went to Marlon Brando as best actor; Grace Kelly as best actress; Judy Garland and James Mason for best performances in a musical film; "Carmen Jones" the best musical film; Jan Sterling and Edmond O'Brien, for best supporting actors; "Brigadoon" for best color photography, and "Sabrina" for best-written screen play.

## Disney Releasing TV Show For Theatres

Walt Disney has re-edited three of his "Davy Crockett" television shows into a feature-length picture to be put into theatrical distribution in June.

Each of the TV films, photographed in color, ran approximately fifty minutes. "Davy Crockett, King of the Wild Frontier," as the movie is being called, runs one hour and a half.

In recent weeks, 10 per cent of the 8,000 letters the studio receives weekly from the public contained inquiries about when and how the "Davy Crockett" pictures could be seen in the future.

## Academy Awards Set For March 30th

Film director Jean Negulesco has accepted the invitation of Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, and of Johnny Green, chairman of its Awards planning committee, to be general director of the Twenty-seventh Annual Academy Awards Presentations on Wednesday evening, March 30th.

The program will be carried over the entire NBC television and radio networks from the RKO-Pantages Theatre in Hollywood.

One of the NFB shorts has been nominated.

## Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

### TORONTO

**IMPERIAL**
5th wk. 20,000 Leagues Under The Sea (E-U) C'Scope & Tech. with Kirk Douglas.

**SHEA'S**
4th wk. Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

**ODEON**
Women's Prison (Col.) Ida Lupino & Jan Sterling.

**HYLAND & CHRISTIE**
Mr. Hulot's Holiday (JARO)

**LOEW'S**
2nd wk. Jupiter's Darling (MGM) S'Scope and Color with Esther Williams.

**UPTOWN**
Green Fire (MGM) C'Scope and Color with Stewart Granger.

**UNIVERSITY and EGLINTON**
3rd wk. Silver Chalice (WB) C'Scope and Warner-Color with Virginia Mayo and Lorne Greene.

**DOWNTOWN**
Outcast (E-U) & Hell's Outpost (E-U).

### MONTREAL

**CAPITOL**
The Far Country (E-U) Tech. with James Stewart and Ruth Roman.

**LOEW'S**
3rd wk. Deep In My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

**PALACE**
3rd wk. 20,000 Leagues Under The Sea (E-U) C'Scope & Tech. with Kirk Douglas.

**PRINCESS**
2nd wk. The Balck Knight (Col.) Tech. with Alan Ladd and Patricia Medina.

**KENT**
The Green Scarf (IFD) with Michael Redgrave & Ann Todd.

**AVENUE**
Lease of Life (JARO) Eastman Color with Robert Donat.

### WINNIPEG

**CAPITOL**
20,000 Leagues Under The Sea (E-U) C'Scope and Tech. with Kirk Douglas.

**MET**
The Bridges At Toko-Ri (Para.) Tech. with Wm. Holden and Grace Kelly.

**ODEON**
Vera Cruz (UA) SuperScope and Tech. with Gary Cooper and Burt Lancaster.

**GARRICK**
The Siege At Red River (20th-Fox) Tech. with Richard Boone.

### CALGARY

**CAPITOL**
2nd wk. 20,000 Leagues Under The Sea (E-U) C'Scope & Tech. with Kirk Douglas.

**PALACE**
Bad Day At Black Rock (MGM) C'Scope and Color with Spencer Tracy.

**UPTOWN**
The Purple Plain (JARO) Tech. with Gregory Peck.

**GRAND**
The Far Country (E-U) Tech. with James Stewart and Ruth Roman.

**PLAZA**
Doctor In The House (JARO) Tech. with Dirk Bogarde.

### VANCOUVER

**CAPITOL**
2nd wk. 20,000 Leagues Under The Sea (E-U) C'Scope & Tech. with Kirk Douglas.

**VOGUE**
Vera Cruz (UA) SuperScope and Tech. with Gary Cooper and Burt Lancaster.

**ORPHEUM**
Battle Cry (WB) C'Scope and Warner-Color with Van Heflin and Aldo Ray.

**STRAND**
The Black Knight (Col.) Tech. with Alan Ladd.

**DUNBAR**
"Pffft" (Col.) with Judy Holliday and Jack Carson.

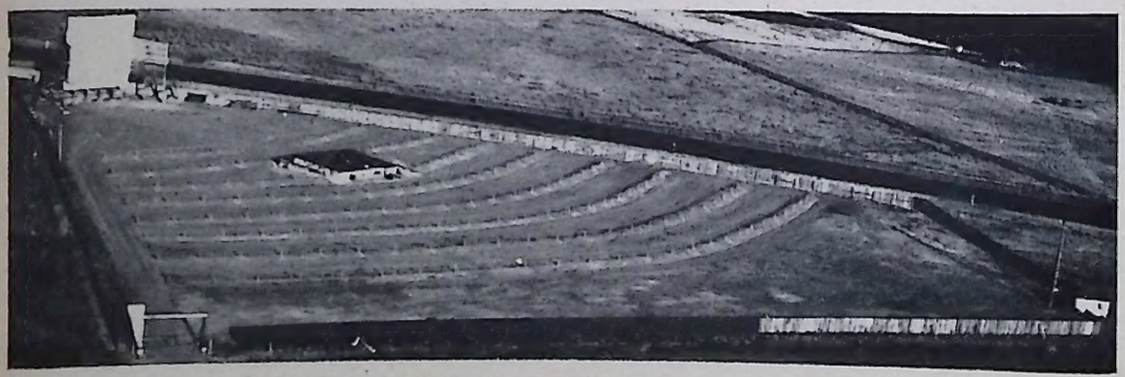
### ST. JOHN

**PARAMOUNT**
Bad Day at Black Rock (MGM) C'Scope and Color with Spencer Tracy.

**STRAND**
The Far Country (E-U) Tech. with James Stewart and Ruth Roman.

**CAPITOL**
Green Fire (MGM) C'Scope and Color with Stewart Granger and Grace Kelly.

**KENT**
Four Guns To The Border (E-U) and The Diamond Wizard (UA).



Gayety Theatre, Brooks, Alberta, seen from the air. The theatre was built by owner P. Ubertino himself.

## Chatter... That Could Matter!

By MAX CHIC

Toronto newspaper and industry cooperation still forging ahead . . . **Telegram** and Toronto **Famous Players** houses jointly sponsoring a "Safety Drive" under the aegis of the **Tely's** "Elmer" . . . last week's report in **The Digest** about a trans-Canada TV network by 1958 confirmed with the Toronto-Winnipeg link ready by fall of 1956.

The March 5th issue of the **Financial Post** lists the dividend payments of Canadian companies for the month of March . . . of interest to the film industry are the payments of **Famous Players**, 37½c totaling $651,402; **Consolidated Theatres,** 13c, totalling $10,556 and **Marcus Loew's,** $1.00, totaling $7,500.

There will be some red faces at **Odeon** when they discover that none of the three men listed in their Quizz for managers reprinted last week as striking the **JARO** gong is the right one . . . he actually is a London bookie . . . the Toronto Brock and Kenwood theatres have been taken over by **Fred Fink** from **Twinex** . . . the **Canadian Estimate of Entertainment Films** issued by member organizations of the **Children's Film Library** reviews "Dragnet," "Johnny-On-The-Run," "Lease Of Life," "The Lion And The Horse," "Out Of This World," "Romeo And Juliet," "The Vanishing Prairie" and "Willie The Operatic Whale."

The current issue of **Newsweek** in a special report singles out the film industry for review . . . titled, "Movies: Boomlet To Boom?" and should be read by everyone . . . a report in the **Hollywood Reporter** discloses that screen ads are shown in about 16,000 US theatres and returns a net of about $10 million annually to those exhibitors . . . a survey conducted by a research specialist reported the above figures and stated that only 10% of the audience objects to the ads.

A current trade paper report that **20th-Fox** was going to use 65 mm. negative must have been confused with the **Todd-AO** process . . . **Fox** is using 55 mm. stock . . . most theatres will be using an **Easter Seal** slug in their newspaper ads this week to push the crippled children's campaign . . . Henri, one of our favorite switchboard operators at Fox is engaged . . . don't miss WOMPI's "Fun Frolic, March 14 at the IOOF Hall, 229 College.

# Across the Country

(Continued from Page 3)

*of MacNutt, Sask., W. Friesen and son Elmar of Altona, Man., Mr. Jermulak of Roblin, Man., while the Regina delegation included Murray Bercovitch of the Broadway Theatre, Sam Karby and Phil Bodnoff. Another visitor to Winnipeg was George Oullahan of Sterling Films and Foto-Nite, Toronto.*

• • •

*Phyllis Sellwood, of the RKO office, and secretary of the Cinema Centre Bowling League, reports that RKO took the first quarter, Paramount the second, while United Artists and Twentieth Century-Fox are tied for the third quarter.*

• • •

*Congratulations again—this time to Eddy Shell, salesman at Columbia Films, and his wife, the former Rose Altman, on the birth of their daughter Marla, Tuesday, February 22nd.*

• • •

*The Manitoba Motion Picture Exhibitors Association is sponsoring a "Home-It is" campaign through a series of newspaper advertising, in an endeavor to offset television. First ad appeared in the Winnipeg Tribune, the week of February 26th, while the second ad was slated for the Winnipeg Free Press, Saturday, March 5th.*

• • •

*With an eye to warmer weather, it's nice to report that Mr. and Mrs. Nate Miles are vacationing in Florida, while Mr. and Mrs. Richard Miles are winging their way to the same state.*

• • •

*Speedy recovery wishes to Mr. Syn Gunn, wife of Paramount Films Manager. Mrs. Gunn and her appendix parted company this past week.*

### Prairies

*A company headed by Douglas Burke, manager of the Cinema theatre and a drive-in at Swift Current, Sask., has been formed for the purpose of operating a 250-watt radio station in the southwestern Saskatchewan city. Cost is expected to be about $50,000. Studios will be located in the Cinema theatre building.*

• • •

*VistaVision and CinemaScope facilities have been added to the Rovy and Tower theatres in Yorkton, Sask.*

• • •

*Eagle theatre, Swift Current, Sask., has installed a new "rayton hilux" screen which gives 146 square feet more image space and a new sound system.*

### Vancouver

*J. J. Fitzgibbons here on his way to Hollywood, in a press interview, made the prediction that moviegoers will soon be paying two dollars to sit in on some lavish productions. The FPCC head mentioned DeMille's "Ten Commandments" which he said cost $8,000,000 and will hit Vancouver with the same prices as a visiting road show. He was only offering an opinion the FPCC president told the press.*

• • •

*Jim Moore, manager of the Rio, is helping out at the Odeon district office in the publicity department. The B.C. projectionist union IATSE 348 donated a motion picture camera to Vancouver's Children's Hospital.*

• • •

*Most Drive-in theatres in this area are cutting prices for the coming season to 50 cents weekdays and 60 cents Saturdays. Ozoners who beat the gun two weeks ago with early opening are now snow-bound and closed until we get some spring weather. B.C. is in the midst of a record cold snap.*

• • •

*Theatre employees union B. 72 has closed deals with the two circuits which gives the workers a 3 cents per hour across the board increase and eliminates split shifts in the D-T houses, Doormen scale is now $1.03 per hour on a 40-hour week basis.*

• • •

*Jonas Applegarth, a full-blooded Cree Indian from the Samson tribe in Alberta who appears in "Battle Cry" is here for a personal appearance at the Orpheum where the picture premieres this week.*

**Paramount** signs **Charles O'Curran** to stage dance and production numbers for forthcoming **Martin & Lewis** musical "Artists and Models," also topcast are **Shirley MacLaine** and **Eva Gabor.** "Lorenzo the Magnificent," **Copa Production** for **Columbia** to go before the cameras in Florence, Italy, June 15th, with **Tyrone Power.**

**Warners** assigns **Van Johnson** top-billing opposite **Jane Wyman** in "Miracle in the Rain." Tuesday, March 15th date for World Premiere of **Universal's Kirk Douglas-Jean Crain** starrer, "Man Without a Star," scheduled for April release.

**Metro** purchases screen rights to romantic drama "All Our Tomorrows," as starring vehicle for **James Cagney** and **Helen Hayes,** author **Ralph Wheelwright** also wrote the original story for "Blossoms in the Dust." **JARO** hands **Roland Culver** role in **Michael Balcon's** "The Ship That Died of Shame," story of crime on the high seas.

**20th-Fox** sets July as release date for their **Bette Davis-Richard Todd** production "Sir Walter Raleigh." **U.A.** adds **Henry Hull** and **Jay Adler** to cast of "The Deadly Peacemaker." **Republic** sets **Ben Cooper** for top-cast role in "The Texas Legionnaires," now before the cameras.

**Warner's** "Silver Blades," a one-reel short, has for its setting the world's largest outdoor skating rink which is situated in Vienna, featured are the famed **Vienna Ice Revue.**

**MGM** hands **Anne Francis** starring role in the science fiction production, "Forbidden Planet," which will soon be in production. **Ray Milland** back in Hollywood after a three-day trip scouting location sites for **Republic's** "The Gunman," outdoor drama which he will direct as well as star in with **Mary Murphy.**

**Look Magazine** names **Bing Crosby** "Best actor of 1954," for his performance in **Paramount's** "The Country Girl." **Taradash** and **Blaustein** conclude deal with **Columbia** for the production of four pictures by their newly formed company, **The Phoenix Corp.**

128 weeks on the nation's best-seller lists! Still being read by millions! —and backed by 20th's most powerful national campaign!

KEEP EASTER OPEN FOR

# "A Man Called Peter"

from 20th Century-Fox in

STARRING

## RICHARD TODD · JEAN PETERS

with Marjorie Rambeau

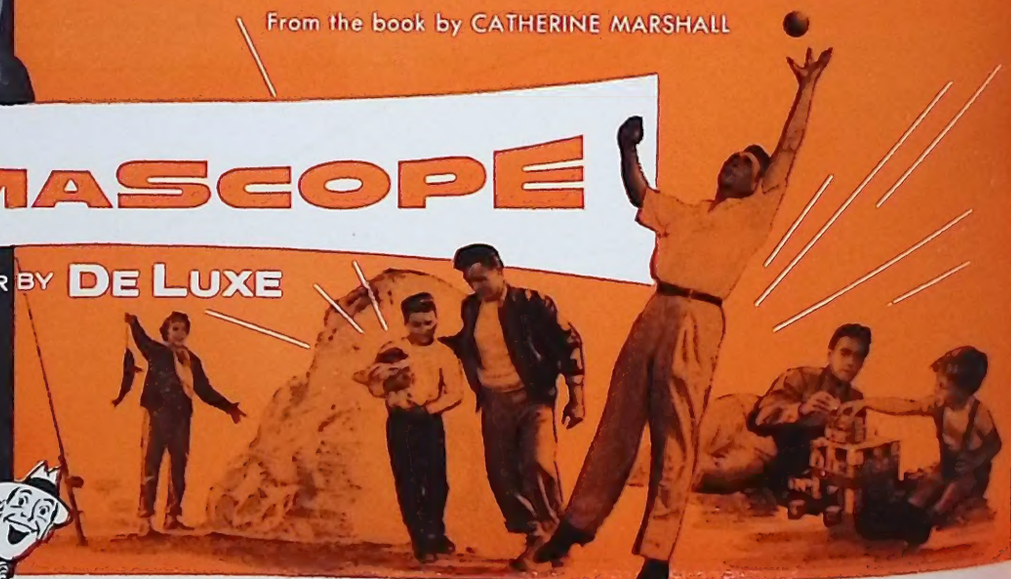
PRODUCED BY SAMUEL G. ENGEL · DIRECTED BY HENRY KOSTER · SCREEN PLAY BY ELEANORE GRIFFIN

From the book by CATHERINE MARSHALL

## CINEMASCOPE

COLOR BY DE LUXE

Written by the woman who loved him!



*"It's a pleasure to do business with 20th!"*